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Saint Augustine

Saint Johns County, Florida, Illustrated

Pictorial Edition of the St. Augustine Evening Record

Price 15 cents

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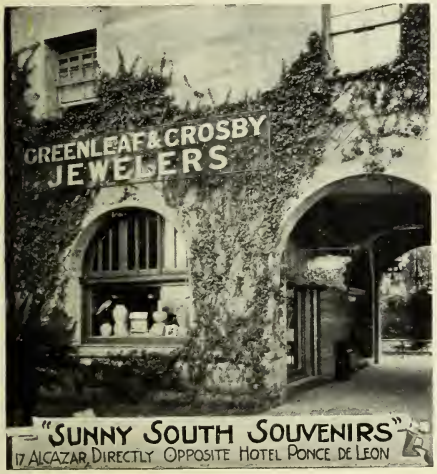

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Remember, I'm the Square Dealer

The Ancient City

BY OSCAR B. SMITH

O lovely St. Augustine, thou art sublime,
Thy glories extending through ages of time!
Men love thee intensely as centuries roll,
For thou hast true feeling, a sentient soul.

Dear Sweetheart, thy beauties do ever increase,
Thy mild golden sunshine insures rest and peace;
Thine equable clime so invariably sweet,
Brings mortals a pleasure quite boundless, complete.

Thy feet the proud Ocean in rapture doth kiss,
Its waves sing thy praises ecstatic with bliss,
The mocking bird warbles for thee his sweet notes
While perfume of orange blooms over thee floats.

Men wandered afar in the years that are flown,
And many famed places have claimed as their own,
But few have attained such unmeasured delight,
Such health and content as thou givest by right.

Oh, charming St. Augustine! may heaven send
That smiles, aye so cheerful, the whole world befriend;
Be it thine to attract all Earth's children who roam
And promise them ever glad welcome and home.

THE ANCIENT CITY, FROM THE BAY

St. Augustine, the City of Promise

Known to all the world as a fashionable winter resort, St. Augustine is still to a great extent a closed book even to many who have wintered for years within its limits. Its history, old relics and attractions have been subjects for writers, poets and painters, but the inner life of the old city is but little known except to its residents. Famed for its antiquity and beauty the Ancient City has not been featured as a city of great possibilities. Known as the greatest winter resort in the United States, St. Augustine has not been presented as an ideal residence city at all seasons of the year. Pictured as the winter playground of the wealthy and fashionable, this city has not been portrayed as a resort with accommodations easily within the reach of people of moderate means.

St. Augustine is the county seat of St. Johns county, one of the richest agricultural sections in the country. It is the healthiest city in the United States. It has a most equable climate and the summers are as delightful as the winters are pleasant. It gives as much if not more value in accommodations and service for the money than any other city in the country. The person of limited means may live in luxury here without serious injury to bank account. The question of expenditure depends entirely upon the disposition and purse of the visitor. Excellent accommodations may be procured from one dollar per day upwards. Comfortable dwellings are offered at a nominal rental, while accommodations for light housekeeping are much lower in price than in any of the large cities. While real property has a stable value, prices are very moderate and persons of small income can well afford to buy or build a home here. Again, St. Augustine offers far more in return than the average city, inasmuch as the numerous attractions for the wealthy classes are open to all.

Catering as this city does to a wealthy and fashionable element it naturally is maintained on a high plane. It enjoys the conveniences and pleasures of a great city. It offers a variety of entertainment to be found in few places in the world and to these are added the natural advantages which supply an inexhaustible source of interesting pleasure. Tourists, homeseekers and winter visitors will find a cordial welcome in St. Augustine, and in addition all that makes life brighter. Improved health, a perfect climate, a fertile soil, boating, fishing, riding, driving, motoring, a never-ending list of ancient relics to explore, splendid schools for their children, in fact all that the heart can desire.

St. Augustine is situated in latitude 29½ degrees north, longitude 8½ degrees west, and is thirty-five miles south of Jacksonville, the metropolis of the State. It is within easy reach of Chicago, St. Louis, New York and the great centers of population, trains making the trip from New York in 26 hours and from Chicago in 33 hours. Owing to its close proximity to Jacksonville, the city enjoys practically the transportation facilities of that city, which boasts of railroad connection with the entire country and steamship lines operating to New York.

Situated on the beautiful Matanzas bay, at an elevation of ten feet above sea level, with the broad Atlantic a mile away St. Augustine enjoys all of the advantages and pleasures of a coast city, with none of the drawbacks, as none of the undesirable element that frequents shipping centers is found here. The bay front is one of the beauty spots of the city. Another great advantage held by St. Augustine is its location at the northern terminus of the Florida Coast Line Canal, which extends to Biscayne bay, giving an island waterway nearly 400 miles in length. The canal will be extended to Jacksonville, giving this city another and a very desirable route to the State metropolis. In connection with the location of the city may be mentioned the splendid beaches which are reached by trolley car.

Without doubt the healthfulness of St. Augustine is due to its location. This city, according to United States Government statistics is the most healthful in the country, and according to the last report of the State Commissioner of Agriculture has the smallest death rate of any city in the State. The report applies to the entire county in which the mortality is but one to the thousand. The abundant supply of pure artesian water no doubt contributes to the health of the community. The city is a peninsula, bounded on the east and south by Matanzas bay and on the west by the San Sebastian river, a tidewater stream.

St. Augustine, as every school boy knows, is the oldest city in the United States, being founded in 1565 by Pedro Menendez de Avilles. Landing here on the day dedicated to St. Augustine, he named the place in honor of this saint. Of all the places passed along the coast, none so impressed the Spanish explorer so favor-

Photo by Harris PICTURESQUE ROADWAY ON ANASTASIA ISLAND, LEADING FROM ELECTRIC CAR LINE

ably, and he took possession of the Indian Village Selooe, which formerly occupied the site of this delightful and quaint old city. The history of St. Augustine is familiar to all and only a brief sketch will be attempted here. It has been occupied by Spanish, English and Americans, and bears the imprint of its various occupants, making it one of the most interesting cities in the Western world. Juan Ponce de Leon was the first European to set foot on its shores, and the halo of romance which is interwoven with the famous old knight's search for the fountain of youth still clings to the history of the old town.

Old Fort Marion, formerly Fort San Marco, still frowns on the beautiful little city, a page from the early history of St. Augustine. On every hand the visitor will find some relic of a bygone age to rivet his attention. Slumbering through the centuries amid its orange groves and flowering gardens, St. Augustine was awakened a quarter of a century ago to new life. Direct railroad connection with Jacksonville supplanted the picturesque, if somewhat tedious trip via Tocoi and the St. Johns river. The life-giving climate, and natural beauty of the place came into prominence immediately after the old town was rendered accessible to the outside world and the few hundred pioneer winter visitors were followed by thousands. Mr. Henry M. Flagler came on the scene shortly after the completion of the railroad to Jacksonville and invested millions in beautifying the city and building his magnificent hotels, which have become world renowned. The fame of St. Augustine spread over the civilized world and in addition to those who came to renew their lease on life flocked the wealth and fashion of the great cities. Pleasure seekers found here an ideal winter playground, the business man found a place for relaxation and proteges of fashion found congenial company and environments and all found the fountain of youth in the perpetual sunshine and balmy air.

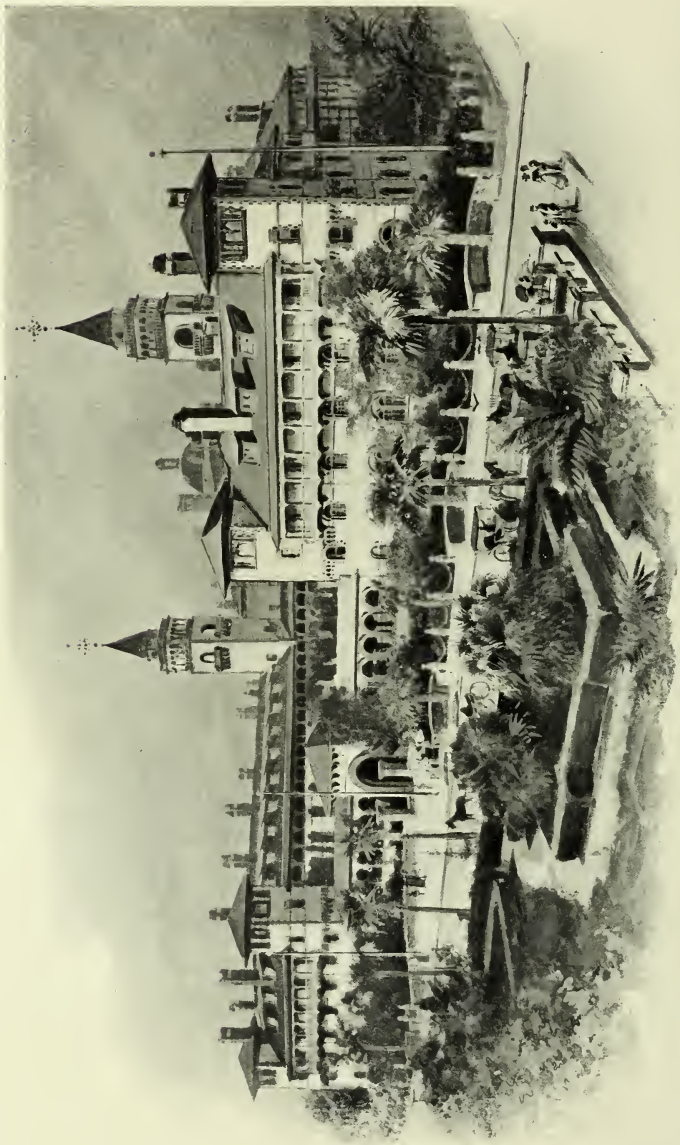
To-day St. Augustine is up-to-date in every respect. The streets of the city are paved with vitrified brick and asphalt; electric lights illuminate the city, an electric car line connects the city with the magnificent beach of Anastasia island, and extends five miles, paralleling the ocean; electric cars operate in the city and the system, tapping all of the suburbs, is in the finishing stages of completion. One of the finest gas plants in the State serves the city with fuel and illuminating gas. The city owns its water plant, which is not surpassed by any city in the country. Artesian wells are the sources of water supply, and the water is free from all impurities. The city has a very efficient paid fire department. A splendid public library is open to visitors as well as residents. Parks are scattered over the city at convenient points and the mild climate permits one to enjoy them every month in the year. Beautiful driveways extend from the city for miles, while in the ocean beach nature provides a driving, or automobile course such as the ingenuity of man cannot rival. Three hundred feet in width, and as hard and smooth as polished marble it is not to be compared with the handicraft of man. This beach may be reached by trolley, or by a drive through a beautiful woodland.

A power boat club has just been organized here and has applied for admission into the National Association. Every courtesy will be extended to visiting boatmen by members of the club, and visitors in general will be extended many privileges. The club will this winter build a recreation pier which will be opened to the public as soon as finished.

Service taken into consideration, accommodations in St. Augustine are not surpassed anywhere in the country for the prices charged. Visitors can curtail expenditures to accommodate their pocketbooks. Palatial hotels cater to a class who do not hesitate at rates commensurate with the luxury offered. Others find plain, but excellent fare, with clean, inviting sleeping rooms at a dollar a day in the boarding houses. Rates range from five to seven dollars per week at the boarding houses, to $5 or $50 per day, according to accommodations and service, at the magnificent hostel-

ANASTASIA LIGHT HOUSE, OPPOSITE THE CITY

WINTER HOME OF MR. THOMAS LAWTON, KING STREET



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AUTHOR

St. Augustine Evening Record

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ries. Between these are hotels charging $4, $3, $2.50, $2.00 and $1.50 per day. The cuisine at the higher priced of these last mentioned houses is the very finest. The houses are steam heated, have suites with baths attached, are equipped with elevators, lighted by electricity, and in fact offer all that is to be found in the pretentious hotels of the large cities. Even at $2.50 per day the visitor can secure nearly all of the luxuries mentioned. At $2.00 and $1.50 per day the visitor will find delightful rooms and excellent table in hotels that are models of neatness and comfort. Hot and cold baths are included, electric or gas light, while the public rooms are sumptuously furnished.

Those who prefer the privacy which is impossible in hotels or boarding houses may rent rooms, furnished or unfurnished, bed rooms or rooms furnished for light housekeeping. Again, if their means permit, they may rent a cottage or a pretentious winter residence. As in the case of the hotels, prices range widely in renting rooms or dwellings, all depending on the character of the accommodations. Furnished dwellings may be rented for the season (five or six months) from $300 to $1,800. Unfurnished houses, according to location and improvements may be rented as low as $10 per month for the season and up to $50 per month. St. Augustine is well supplied with dwellings suitable for renting to visitors. The majority of these dwellings are in desirable locations and are equipped with baths, lighted by gas or electricity and comfortably furnished.

People who prefer to keep house will find splendid markets here. All seasonable fruits and vegetables are to be found, and as vegetables grow luxuriantly in this section during the winter the market is always well supplied. Western meats are carried; also game, poultry, etc. Prices are moderate and thousands of families who labor under the erroneous impression that a winter in Florida is beyond their means would find that it is less expensive than remaining in their Northern homes.

Provisions are no higher in St. Augustine than elsewhere, and the assertion can be made without fear of contradiction that the family of moderate means can save money by wintering in Florida. The great saving in fuel, winter apparel, doctor's bills, etc., will more than compensate for the cost of transportation, and living expenses, as has been stated, are no higher than in Northern cities and towns.

At hotels special rates are offered family parties and season guests, so the daily rate must not be accepted as the minimum.

Rental of dwellings vary with size, appointments and location. Furnished cottages, provided with baths, modern improvements, etc., and containing from five to seven rooms may be rented for $300 for the season. More pretentious dwellings may command rentals as high as $1,800 for the season.

Rooms for light housekeeping are available from $3 per week upward, and furnished rooms may be rented from $2 per week up. Probably no city of proportionate size in the country has so wide a range of accommodations.

Servants may be hired from $10 to $15 per month, and in St. Augustine they are plentiful and easily procured.

While St. Augustine has much in inducements to offer the transient and season visitors it has more to offer the permanent resident. As a residence city St. Augustine has no superior. Combining all of the virtues of an up-to-date city it does not suffer from the roar, grind and grime of the average manufacturing center. It is exceptionally fortunate in being peopled by a cultured and congenial population. It is favored by a climate unsurpassed in any part of the world, extremes of heat in summer, or cold in winter being unknown, as the table of temperatures in this issue will show. In summer, even when the mercury climbs, as it occasionally does, into the nineties, a refreshing breeze from the ocean tempers the heat and no suffering results. Prostrations or sunstrokes are unknown here, although nearly all of the building is done during the summer, and workmen are exposed to the sun the entire day.

Very desirable building lots may be purchased at from $500 to $5,000. Comfortable cottages may be built from $1,200 to $2,500, according to size. Of course there is no limit to the cost if the

ORANGE STREET, LOOKING WEST

RESIDENCE OF L. A. COLEE,
BRIDGE STREET AND CENTRAL AVENUE

DIGGING POTATOES ON FARM OF F. R. ALLEN
AT HASTINGS

HOTEL ALCAZAR

owner desires to exceed the figures mentioned. Homes may be rented by the year from $10 per month up, and a very comfortable dwelling can be rented for $15 per month. There is, however, a pleasure in owning a home in this city, where the opportunities for beautifying it are limitless, owing to the luxuriance with which ornamental plants grow. Vegetables and fruits are grown here every month of the year, offering pleasant and profitable pastime in the residential grounds.

Diversity of amusement and recreation are other features that should appeal to the person contemplating a change of home. The ocean and salt water streams, adjacent to St. Augustine, offer the best fishing, finest surf bathing and boating to be found anywhere. The vast stretches of woods offer splendid hunting. Very important among the advantages of St. Augustine are its numerous splendid churches and excellent schools. Of the former the principal denominations are represented in the Roman Catholic, Episcopal, Presbyterian, Methodist and Baptist houses of worship. Each of these churches has its societies in which the ladies of the respective congregations take a keen and active interest.

Public schools are maintained throughout the county and the high school in St. Augustine is equal to the best, the higher branches being taught by a large staff of competent teachers. St. Joseph's Academy, taught by the Sisters of St. Joseph, is one of the finest educational institutions in the State and numbers among its pupils young ladies from distant and nearby States.

CHILDREN'S DELIGHT — BURROS

MAGNIFICENT STORES

In connection with its other advantages St. Augustine boasts of magnificent stores covering every line of business and carrying enormous stocks of goods. To the permanent business establishments are added during the winter season dozens of transient stores, carrying lines of oriental goods, jewelry, silks, curios and bric-a-brac. The permanent stores dealing in staple goods are a credit to the city and nearly everything to be obtained in large cities can be found among the stocks here. The mercantile field here is too well covered to offer inducement to merchants to enter in competition with established houses. St. Augustine is an ideal home for those having a regular income, or for those unable to withstand the rigorous northern winters. It offers inducements to those having capital to invest and is an ideal location for establishing cigar factories. Several cigar factories in operation here now have built up a flourishing business. There is an excellent opening for a furniture factory, as the hard woods of the forest are at hand and a local factory would find ready sale at home for its products, having the great advantage of saving in freight. This section of Florida has much to offer to the developer and there are numerous fields in which a small capital can be used to great advantage and profit. Mattress making on a large scale is an industry that would succeed from the start and find a large home market.

The woods have inexhaustible supplies of material that genius and capital can turn to gold. Persons desiring to engage in some profitable pursuit here will find wealth in the work of developing the natural resources and not in opening a store. Those who have a competence will find in St. Augustine ideal conditions for a permanent home. Those who desire to get away from the snow, ice and slush of the northern winters can winter in the Ancient City as cheap as they can at home and enjoy in addition to the genial clime pleasures that their home city or towns do not afford.

"RESTHAVEN," A DELIGHTFUL RETREAT FOR CONVALESCENTS

PARKS

The Plaza, in the center of the city; Elks Park, on Marine and Bay streets; Osceola Park, Charlotte street, Fort Reservation; Postoffice Park, opposite Ponce de Leon Hotel.

SAW FISH — PART OF A DAY'S CATCH AT ST. AUGUSTINE

OLD SLAVE MARKET

POINTS OF INTEREST

Fort Marion—The Old Spanish fort, built of coquina. Begun 1565 as San Juan de Pino by Indian slaves; finished as Fort San Marcos in 1756; and changed to Fort Marion in 1825. Covers five acres.

Old City Gates—Built in 1804. Located at head of St. George street. These pillars are built of coquina.

The Sea Wall—Begun in 1690; finished by the United States Government in 1835-36; cost $100,000.

Cathedral — Completed by the Spanish in 1791; burned in 1887; rebuilt the following year, the old walls remaining.

St. Francis Barracks — At south end of Sea Wall; an old Franciscan monastery; built about 1740.

Anastasia Island—Lighthouse and South Beach, old coquina quarries, jetties, etc., reached by new bridge from foot of King street.

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Anastasia Island—Lighthouse and South Beach, old coquina quarries, jetties, etc., reached by new bridge from foot of King street.

Dade Monument—In Barracks' Cemetery. Major Dade and his entire command, 110 men, were massacred by the Indians during the Seminole War, in 1835.

Old Slave Market—In the Plaza, coquina pillars, brick flooring.

Spanish Monument—In Plaza, commemorating the new Spanish Constitution of 1812.

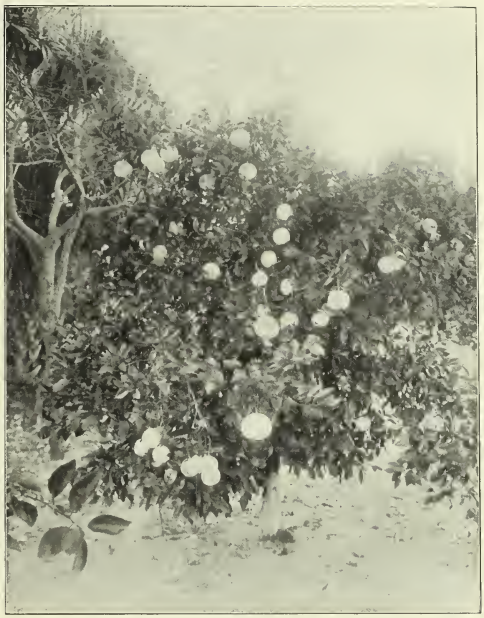
Narrow Streets with Overhanging Balconies—Eastern part of city, between Fort and Barracks.

The title of the oldest house is in dispute, several very old buildings claiming the honor. All are open to the inspection of visitors.

Many visitors find the old cemeteries interesting. The old Spanish Cemetery, on Ocean street, contains the ruins of the first Catholic Chapel. The old Protestant Cemetery, near the City Gates, and the Catholic Cemetery, on Cordova street, also contain ancient tombs.

A SUMMER RESORT

How often have we heard the remark: "You must fairly bake in Florida in the summer months!" This is a common error among people who have never summered in the Peninsular State. They judge that the same wide difference in temperature between the Northern States and Florida which exists in the winter prevails also in the summer. As a matter of fact, Florida has the most delightful summer climate of any state in the Union. The torrid heat which prostrates the North in the summer is unknown in Florida. Lapped by the waves of the Atlantic ocean on the eastern shore and by the waters of the Gulf of Mexico on the west Florida is continually fanned by cooling breezes. The days are bright and pleasant and the nights delightfully cool. Even in mid-summer a covering is comfortable at night and sleep is refreshing. It is unnecessary to draw attention to the palpitating heat of the North in the summer, where the days are marked by sunstroke and prostrations and the nights are periods of torture. In contrast to the summer climate of the North Florida is an ideal summer resort, and this is more especially true of St. Augustine. Not only is the delightful climate a recommendation for St. Augustine in summer, but all of the pleasures which the sea coast afford are offered. Surf bathing, boating, fishing, are among the summer attractions. The



BEARING ORANGE TREE, DR. YOUNG'S GROVE, ANASTASIA ISLAND

DR. GARNETT'S HOME SAN MARCO AVENUE

THE PLAZA AND CATHOLIC CATHEDRAL

beaches opposite the city can be reached in a few minutes by trolley, bicycle, carriage, automobile or foot. The beaches stretch away for miles as hard and smooth as a floor and offer a matchless course for driving, riding or automobiling, along the edge of the vast expanse of waters. The numerous streams abound in fish, crustaceans and shellfish, which may be gathered for the trouble, or, rather, pleasure of catching. In the summer months accommodations are abundant and at very moderate rates. In the summer the residents of the city have the time to enjoy life, and picnics, excursions, dances, bathing parties and social and outdoor entertainments of every kind enliven the duller season. These enjoyments are open to visitors, who are invariably given a cordial welcome.

As soon as the winter ends the residents turn their attention to the beaches which boast of many summer cottages. The surf and the lagoons offer a great variety of fishing, while the bathing, dancing at the pavilion and picnics add social pleasures.

BATHING IN THE SURF—SOUTH BEACH IN DECEMBER

ADVANTAGES OF A CHANGE

"Where will I be benefited by changing my home to St. Augustine," is the question no doubt that the reader will ask. To answer it in detail it would be necessary to be familiar with all conditions, but in reply to the general average the advantages of the change may be briefly summed up as follows: An absolute certainty that the change will give you and your family a home in the healthiest city in the United States. That you are moving to the most delightful climate the year through of any place on the globe. If you have capital to invest you will find a rich field for it to work in. If you are a farmer you will with less work and smaller investment double or treble your income by engaging in the cultivation of the soil near St. Augustine. If you are seeking a pleasant home you will find agreeable and cultured society, magnificent churches of the leading denominations, splendid schools, a great diversity of high class amusement and entertainment, all of the pleasures that the ocean and streams and forest afford, beautiful environments, conveniences and luxuries which are rarely found outside of the large cities, the pleasures of gardening the year round, and the cost of living is no greater than elsewhere.

SOCIETIES

Secret societies flourish here and nearly all of the leading organizations of this kind have lodges and large memberships here. The societies represented are as follows:

Masonic—Ashlar Lodge No. 98, F. and A. M.

Eagles—Aerie No. 797.

Elks—B. P. O. E. No. 829.

Knights of Columbus, First Florida Council, No. 311.

Knights of Pythias—Harmony Lodge No. 44; Mizpah Lodge No. 23.

Knights of Honor—St. Augustine Lodge No. 3530.

I. O. O. F.—Palmetto Lodge No. 25.

Red Men—Algonquin Tribe.

Woodmen of the World—Ancient City Camp No. 48

P. O. S. of A.—Washington Camp No. 2.

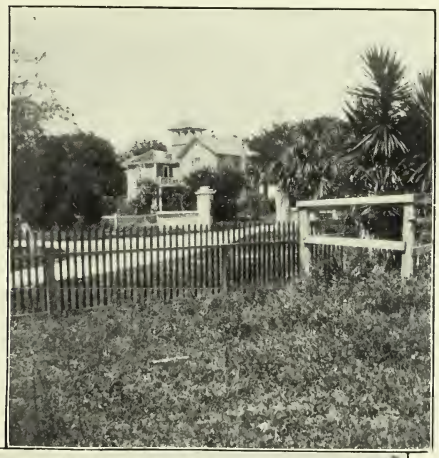
Daughters of Isabella.

Rebeccas.

FARMING SETTLEMENTS

Farming settlements are scattered throughout the county and some of the farms are of mammoth proportions, while others dwindle to five acres. Hastings is the leading farming section, but Elkton, Armstrong, Picolata, Colee, and a score of other places are from year to year increasing the cultivated area and adopting modern methods of farming.

Land varies in price according to location and fertility. Location, however, has even greater influence on price than the quality of the soil, from the fact that thousands of acres of the richest soil



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ST. AUGUSTINE, FLORIDA

Telephone 58

in the State is still unscratched by plow. In the vicinity of Hastings cleared farm land commands $100 per acre. However, even near Hastings, or in the potato belt, splendid land can be purchased at half the price mentioned. In some parts of the county, which have not yet been settled to any extent, fertile lands may be purchased at five dollars per acre. A colony of farmers and a good hard road to the last mentioned section would mean the quadrupling of values in a year.

In looking over the agricultural statistics of St. Johns county are noted many vegetables, fruits and grain familiar to the Northern fields. Those which are profitably grown include cabbage, Irish potatoes, sweet potatoes, lettuce, celery, squash, tomatoes, cucumbers, English peas, beets, beans, onions, canteloupes, peppers, corn, hay, cassava, sugarcane, watermelons, strawberries, pears, peaches, plums, guavas, bananas, oranges, grapes, grapefruit, lemons, limes, figs.

The variety of vegetables and fruits is almost unlimited, but the above are familiar, in name at least, to the farmer of every state.

PLACES OF AMUSEMENT

The contract has been awarded for a magnificent theater building, modern in every detail, which will be completed next winter. At present we have the Casino, in Alcazar building; entrances on Cordova and Granada streets; the attractions being concerts, dancing, swimming pool, theatrical attractions. Genovar Theater, St. George street. Moving Picture Theaters (scattered). Dancing Pavilion, moving pictures, etc., at South Beach.

Pleasant drives about the city, around the Horn, Garnett's orange grove, Magnolia Grove, Jessamine Swamp, Moultrie road, Moultrie and grape vineyards, pine barrens, new cemetery, race track, Four-mile Swamp, Picolata road, Palatka road, Ponce de Leon Springs, Hanson's Swamp and sugar mill ruins, Buena Esperanza, to Anastasia Island, over the new bridge, ruins of old Spanish lighthouse, new United States lighthouse, coquina quarries, South Beach, driving and bathing.

South Beach, Anastasia Island, Light House, Wireless Station, reached by trolley car, automobile, bicycle or carriage. North Beach, Crescent Beach, Matanzas, Summer Haven, reached by boat. Moultrie, reached by water or road.

BUSINESS ORGANIZATIONS

Two active business organizations, the St. Augustine Board of Trade and the St. Johns County Business Men's League, are pushing the interests of the city and county and the many natural advantages of this locality are being exploited. Despite the immense strides St. Augustine has made in the past decade the work of development has but just commenced, and those who settle here now will do so under the most favorable conditions and will reap their share of the prosperity and growth of the future.

Surrounding the Ancient City are boundaries fairly teeming with wealth, as yet but in the incipient stages of development. The lands to the north, west and south are fertile and capable of yielding enormous crops. Fruits and vegetables produced in this locality reach the markets early and command fancy prices, which is responsible for the prosperity of those who have devoted themselves to the cultivation of the soil here. The county offers wonderful opportunity to men of capital and experience. Farmers, with less capital than they have invested in their Northern farms, can easily double the profit per acre. They usually treble what their Northern farms pay on an equal investment. St. Johns county needs farmers and fruit growers. Wealth awaits the intelligent farmer and fruit grower who starts right; that is, with the knowledge they are engaging in a business that requires attention as much as does their Northern farm or orchard. Capital is required here as elsewhere, but the merits of the situation lie entirely in the great profits of farming in this favored section. Farming and fruit growing are really pleasant pastime here, in a sense, as much of the drudgery of the Northern farm is unnecessary here.

HOME OF THE MISSES SMETHURST, ON THE BAY FRONT

PICKING ORANGES IN DR. GARNETT'S GROVE, SAN MARCO AVENUE

BUSINESS QUARTERS OF ALDERMAN J. C. LIBBY, ST. GEORGE STREET

To Catch

the right idea of this Drug Store's proficiency you should test its service, as many others do. Try us, whether you require a prescription filled or merely desire to purchase some simple household remedy. In any event you can rely upon the purity of our

Drugs

That surely is an assurance you cannot afford to ignore. Health, and perhaps life itself, may depend upon your next Drug purchase.

Ponce de Leon Pharmacy

H. A. TRUEMAN, *Proprietor*

Corner King and St. George Streets

Genovar's Cigar Emporium

WM. P. GENOVAR

PROPRIETOR

Bishop's Building **Saint Augustine, Florida**

· The ·
Leading Tobacconist

High Grade Imported and Domestic Cigars, Cigarettes, Plug and Smoking Tobacco

The most complete line of Smokers' Supplies to be found in the State

(Send us your Mail Orders)

All the Leading Brands of Cigars

Cigarettes, Plug and Smoking Tobaccos always in stock

NEW AUGUSTINE

New Augustine is just across the San Sebastian river from the old city and is a delightful little village of about 1,500 inhabitants. It boasts of several fine general stores, fine shelled streets and many pretty homes. Building lots are cheap in this little city, and as it is very convenient to the parent city it is building up rapidly. Nearly all of the residents there have the pleasures of country life in addition to those of the modern town. The streets and residences are lighted by electricity, have telephone service and gas. Poultry raising and gardening is practiced by many of the residents as a profitable pastime. There are many excellent opportunities for good paying investment in New Augustine.

CLUBS AND SOCIETIES

St. Augustine supports two social clubs, the Osceola and the Elks clubs, and the membership includes the leading business men of the city. Both are maintained on a high plane and visiting Elks always find a cordial welcome at the Elks handsome club building. Courtesies of the club are also extended to visiting friends by the Osceola club members. The Young Men's Christian Association building, the finest in the South, is another social institution which contributes largely to the pleasure of visitors.

WATER SUPPLY

St. Augustine, and indeed all sections of the county, derive their water supply from artesian wells. The water is absolutely free from all germ life, coming as it does from a depth of from 200 to 1,600 feet. It possesses mineral ingredients which give it medicinal virtues. The supply is inexhaustible and it solves the question of irrigation at a trifling cost.

LOCAL POINTS

Public Library, corner Hospital street and Artillery Lane; Flagler Hospital, south end of city on water front. Golf courses. Bridges and docks. Artists' studios, Valencia street. Cigar factories. Bay front. Barracks. St. Joseph's Convent. Sea Wall.

TEMPERATURE STATISTICS

1907	Jan.		Feb.		March		April		May		June		July	
Date	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.
1	68	53	68	50	78	56	72	55	82	66	90	73	90	74
2	70	54	70	52	73	56	56	44	84	68	87	67	88	74
3	70	56	72	50	62	52	67	49	83	67	84	67	87	71
4	72	52	67	62	70	52	75	58	84	68	89	66	88	73
5	70	50	64	50	68	58	77	58	84	75	89	68	87	72
6	69	51	56	47	68	52	82	64	82	71	89	69	87	73
7	70	50	52	45	74	56	84	66	84	69	94	70	92	72
8	64	54	46	36	67	54	75	60	86	76	93	74	90	74
9	66	52	50	35	62	54	70	56	86	76	93	73	92	74
10	66	51	58	48	70	60	68	52	86	75	92	70	90	75
11	68	52	54	42	72	60	64	49	82	72	89	74	92	75
12	68	54	60	43	78	66	76	55	83	72	90	72	90	76
13	64	53	65	45	78	64	68	56	80	61	89	71	90	74
14	65	50	65	50	80	64	64	44	84	62	86	70	90	76
15	66	54	56	42	80	65	72	54	82	76	83	74	88	75
16	65	50	57	48	70	60	76	55	84	76	86	75	86	76
17	71	52	64	54	66	56	80	65	78	65	82	74	85	76
18	67	52	65	56	68	58	79	66	78	62	89	75	86	74
19	68	50	64	54	74	62	82	64	84	73	87	73	86	76
20	54	42	62	50	80	64	77	65	82	71	90	76	90	78
21	49	35	57	42	82	68	80	60	80	70	90	77	93	78
22	49	35	60	48	82	68	82	65	83	73	90	76	92	78
23	54	44	65	50	84	67	84	70	82	70	89	70	94	80
24	57	46	74	54	80	68	76	62	84	76	90	72	92	76
25	66	47	73	50	78	66	78	62	84	70	89	73	93	74
26	66	49	72	50	75	60	76	60	92	74	88	70	90	76
27	60	44	74	52	75	66	77	66	90	73	89	72	88	76
28	52	42	75	54	78	67	78	67	92	75	90	73	90	75
29	56	44	—	—	80	68	80	66	86	72	89	73	89	75
30	57	47	—	—	82	68	82	67	87	75	90	74	90	77
31	64	50	—	—	70	62	—	—	92	76	—	—	—	—

RESIDENCE OF L. L. SIMMS, SANFORD STREET

DWELLING OF L. A. COLEE, KURTH'S ISLAND

HOME OF ALDERMAN USINA, SAN MARCO AVENUE

Digging Potatoes at Hastings, Dupont's Farm

HASTINGS
ST. JOHNS COUNTY, FLORIDA

THE banner potato section of the world. Not only this, but experimental tests have proven that this section is to become the greatest center in the State for the shipping of all varieties of winter vegetables and fruits, such as celery, lettuce, cabbage, peppers, cucumbers, cauliflower, Chinese cabbage, beets, radishes, citrus fruits of all kinds, where two and three crops are harvested from the same field in one season. Where vegetables are shipped during the winter and early spring instead of during the summer.

Are you looking for a good home?

We want a few more thrifty, energetic farmers, at Hastings. Land can be had at reasonable prices and full particulars can be had by addressing

The Hastings Board of Trade
HASTINGS, FLORIDA

Spud Gatherers at Work, Hastings

DIGGING POTATOES AT HASTINGS, ST. JOHNS COUNTY

HASTINGS FARMING SECTION

As some sections are especially adapted to some particular variety of fruit or vegetable they reap the benefit of this peculiarity only by taking advantage of it. Some few years ago Hastings was discovered to have soil peculiarly adapted to the culture of Irish potatoes. Year by year enormous yields of finest quality potatoes demonstrated the superiority of Hastings soil for this tuber. It is not surprising therefore that Hastings has become the leading center of the South for the early Irish potato. Every market in the United States is familiar with the superior quality of the Hastings potato and in the digging season agents are on the ground to buy the spuds in the field or f. o. b.

While the potato is king at Hastings diversified farming is in general favor and to a great extent practiced. This section is shipping corn and hay by the carload and is devoting many acres to vegetables and fruits. The soil responds generously when fertilized and fruits and vegetables of such varieties suitable to the climate grow with a luxuriance surpassed nowhere

Poultry farming is engaged in by several parties at Hastings and they have met with splendid success. The opportunities for poultry raising and dairying are most inviting, as there is a heavy demand for the products at fancy prices at the farmer's door. This is said to be the only section in Florida where the thoroughbred Jersey thrives. Jersey cattle are not afflicted with the ills here which are the cause of much complaint in other parts of the South and they thrive as vigorously as in the North.

Hastings is a revelation to many who visit the place for the first time. Great fields of potatoes, orange groves, thoroughbred stock of all kinds, poultry farms and truck farms meet the eye. The visitor is impressed by the prosperity as pictured in the comfortable homes, which are equal to the best in the neighboring cities. The latest farm machinery is observed in almost every field and an air of thrift and prosperity is visible on every side.

Large slaughter pens and a large cold storage plant are among the assets of this place. Stall-fed Florida cattle are slaughtered at Hastings and shipped to all parts of the State and this industry is continually growing.

Some facts and figures will no doubt tell the story of Hastings better than an exhaustive description of the resources.

Hastings is situated on the Florida East Coast Railway, 17 miles southwest of St. Augustine, and 54 miles distant from Jacksonville. The town centers around the railway station, but the farms extend back for miles. This year about 3,000 acres are devoted to Irish potatoes, and from this acreage it is estimated that 120,000 barrels of potatoes will be shipped. This is a very conservative estimate, as the average yield is 40 barrels to the acre. The crop is sold on the ground or f. o. b. Prices range from $3.50 to $5.50 per barrel, so that the average returns from an acre will be something over $200. According to carefully compiled figures it costs $65 per acre to grow and market the Hastings potato, leaving the farmer a net profit of $100 per acre from this crop alone Of

ICE

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St. Augustine Ice Company

Distilled Water bottled in cases
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A postal card will bring it to you promptly

Our City Delivery Department is adequate to meet all the requirements, being the most efficient in the South and covering the local territory thoroughly

Telephone 44

Just a Phone Message to

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and our wagon will call for and promptly deliver your laundry, and please bear in mind that you will get the very best laundry service that a modern plant can give.

Linens will be spotlessly white, properly starched and ironed, cleaned with pure soap and pure soft water and returned to you by our driver and charged the same as you would have to pay for ordinary work.

St. Augustine Steam Laundry

Up-Town Agency at
H. W. DAVIS & CO., Clothiers
47 King Street

the cost of planting the fertilizer is quite an item. The fertilizer costs $30 per ton and is spread about a ton to the acre. The potato crop does not consume all of the fertilizer, and corn, which is planted shortly before the potato crop is harvested, gets the benefit, yielding from 40 to 50 bushels. Some farmers follow the Irish potato with the sweet potato, which easily yields 200 bushels to the acre and sells for from 40 to 50 cents per bushel.

Probably one of the best estimates furnished of the cost of producing a crop of Irish potatoes and the average yield together with the net revenue to the grower is that made by Clarence J. White, of Hastings, of the results obtained last year by him from an average acre of land of his own. His expenses were, rent of ground, $5; preparation of ground, $3.30; fertilizing, harrowing in and ridging, $2.60; cutting and planting seed, $2; fertilizer, $23.10; seed potatoes, $10.88; barrels, $18.30; tending, $3.65; digging, barreling and hauling, $12.75; other expenses, $4—total of $85.58. From the acre were gathered 61 barrels of potatoes, which sold for $206.10, leaving a net profit per acre of $120.52. This estimate has been submitted to a number of the most successful farmers of that section and all agree that it is very conservative, while in a great many instances the yield has exceeded 90 barrels per acre.

Hastings has numerous advantages. The farmers now are invariably sure of their crop. Artesian wells enable them to irrigate in a drouth and ditching gives them a system of drainage which carries off surplus moisture. They fear neither drouth nor flood. Again the Irish potato, the backbone of their farms, is a staple that goes into the home of the poor and rich alike. It is not affected like luxuries in vegetables or fruits. There is always a demand for the Irish potato and in prosperity or panic it forms the chief article of diet on every table. The facts mentioned are a guarantee to the Hastings farmer that his labor is not in vain.

Those contemplating a change from farms of other States will find it worth while to investigate Hastings. Capital and industry are essential to success there as elsewhere, but the returns are larger, the work more congenial and the investment safer than almost anywhere on earth. Hastings is growing rapidly and values are enhancing. Those who locate there now will reap all of the advantages of the increasing values.

A Board of Trade has been organized by the leading business men of Hastings and excellent work is being done by that body in promoting the welfare of that thriving vicinity. Anyone interested in property of that locality would do well to address the Board of Trade for full particulars.

RUINS OF OLD FORT MATANZAS
(16 miles south of St. Augustine)

THE WARDEN MANSION, SAN MARCO AVENUE

HOME OF MRS. P. F. CARCABA ON THE BAY

HOME OF C. F. HOPKINS,
WATER STREET

Florida Coast Line Canal

CANAL BETWEEN NEW RIVER AND BISCAYNE BAY

Fronting the beautiful Matanzas bay, with the San Sebastian river bounding the city on the west and the tumbling billows of the broad Atlantic chasing each other to the beach a mile distant to the east, St. Augustine is rich indeed in sunlit waters, but Nature has been improved upon and another waterway has been added by man. The Florida Coast Line Canal, an inland water way, paralleling the ocean coast, now stretches from St. Augustine to Biscayne bay, a distance of 400 miles. This water course opens a safe route for the frailest craft almost the entire length of the East Coast of Florida, and at present St. Augustine is the northern terminus. Work on the final cut, which will bring Jacksonville in communication with the lower East Coast, has already commenced, and will be completed within two years.

Last April the cut below St. Augustine was finished, connecting Matanzas bay with the Halifax river, and opening a continuous inland water way from St. Augustine to Key West. While the canal has not yet been opened to traffic scores of small pleasure yachts from Northern ports were attracted by the knowledge that the trip was feasible, and this winter a continual procession of craft of this character has been noted on the canal, starting from St. Augustine. It is not surprising that this trip has become so popular, even before the canal has been formally opened, for the scenery along the route is of surpassing loveliness. Wonderful palm groves dot the banks and merge into forests of gigantic oaks and towering magnolias. Tropical vegetation stretches along the banks on either side and the scene is rendered more effective by the great flocks of tropical birds which haunt the vicinity. Alligators are encountered all along the route and add to the tropical effect.

In time prosperous farms will smile along the shores of the canal, as this beautiful water course passes through the richest lands in the State. Already large farms are springing up on the lands adjacent to the canal and the farmers are enthusiastic over the wonderful fertility of the soil. South of St. Augustine farm lands may be procured from the Canal Company at very reasonable prices. The canal offers a splendid and cheap means of transportation, which together with the fertile soil will result in the rapid development of the land along the route.

Before the formal opening of the canal dredges will deepen the shoals and cut away all projecting points, perfecting this beautiful water way.

Not only farms, but homes and winter villas will stretch all along the shores of this scenic canal in the course of a year or two, as the beauty and other advantages render it ideal for permanent or season homes. The ocean is but a few hundred feet distant at many points, and a commanding view may be obtained of the beach and waves beyond. Again, any point on the canal is within easy reach of some town or city. Boating, fishing and hunting are healthful recreations which the canal and connecting streams afford. Wild duck, turkey, snipe and a variety of water fowl are abundant, while birds of rare plumage delight the eye. This is a tidewater canal, and its waters fairly teem with fish. The tide flowing and ebbing twice daily removes all danger of sickness, which is another great advantage. Only those who have experienced the delights of a home on a salt water stream can fully appreciate what the canal offers. In this land of sunny skies and blue waters, embellished by luxuriant tropical and semi-tropical forests, life is a summer dream. Amid such environments outdoor life is enjoyed with a keen zest and work becomes pleasure. This canal is one of the great engineering feats of the age. It is land-locked its entire distance and is tide-level from end to end. It means the development of a vast territory, much of which is in St. Johns county.

Great pine forests stretch back for miles from the canal, the timber being of exceptionally fine growth and very valuable. This timber land is now on the market and can be purchased to great advantage. Nothing offers a more profitable investment than these timber lands, which are conveniently located for cheap transportation.

The headquarters of the Canal Company, under the personal supervision of Mr. Geo. F. Miles, vice-president and managing director, are located in St. Augustine, and detailed information may be obtained by addressing the office.

STEAMER SAN SEBASTIAN IN CANAL CONNECTING THE INDIAN RIVER AND LAKE WORTH

CANAL NORTH OF THE HALIFAX RIVER BETWEEN ORMOND AND ST AUGUSTINE. (See opposite page.)

A PROSPEROUS FARMING SECTION ALONG THE ROUTE OF THE CANAL. (See opposite page.)

DIGGING LAST CUT ON THE CANAL SOUTH OF ST. AUGUSTINE. (See opposite page.)

Hotel Supply Company

THE PURE FOOD GROCERS

F. J. HOWATT E. W. HOWATT

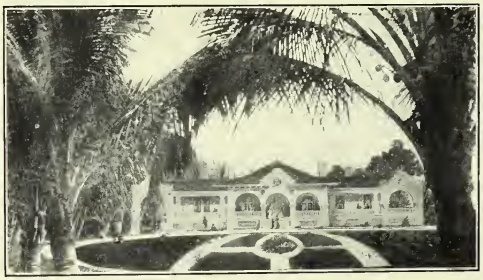
Catering particularly
to the finer class of cottage trade, private cars and yachts

Our Stock
is modern and complete

We also handle
Grain, Feed, Hay and Mill Stuff

For good things
to EAT we we can't be beat

Phone 32 : : : : : : : 26 and 28 Cathedral Place



Winter Homes in Florida

BUNGALOWS, VILLAS

TROPICAL GARDENS

PHILIP E. ROBINSON

BOSTON
SAVANNAH
TAMPA

Architect

Southern Office

Ninth floor of the National Building

Savannah

A STRETCH OF OCEAN BEACH AT ST. AUGUSTINE

SOUTH BEACH — DELIGHTFUL IN SUMMER

Abounding in attractions St. Augustine boasts of additional advantages that few cities enjoy. Two magnificent beaches, divided by the inlet to the harbor, are located opposite the city. North Beach is opposite the northern end of the city and South Beach opposite the south end, across the bay. South Beach is reached by trolley, an electric car line operating over the bridge to the island and extending five miles southward on the island. The trolley line passes through a beautiful stretch of country and lands passengers at the delightful resort known as South Beach. A great, wide beach, sloping gently to the crested breakers of the broad Atlantic meets the vision at this point. Southward this beach stretches for fifteen miles, to the end of the island, maintaining a width of 300 feet as hard and smooth as an asphalt pavement. Wheels of vehicles make no dent in this ocean-packed floor of sand. Only the faintest trace is marked, and here automobiling, driving and bicycling are enjoyed at their best. This place offers much more, however, than rolling over the smooth stretch of sand. In the summer months it is a pleasure resort that is highly appreciated. The surf bathing is not surpassed anywhere on earth and the facilities for indulging in this healthful recreation are provided. Bathing suits and dressing rooms form part of the equipment of the pavilion. Many residents have their summer cottages on the beach, and in time the whole shore line will be covered with others. The surf and lagoons in the vicinity of South Beach fairly teem with fish, and this sport is added to the other pleasures. Far preferable to, more convenient and less expensive than any of the other coast resorts of the Atlantic, South Beach should attract the people of the interior towns in Southern States. Here they can build their little cottages for a very modest sum and renew their health, curtailing expenses if they so desire. The ocean will supply much of their food, if they are pleased to take toll from old Neptune. It is not dull or lonely at this resort, for a splendid pavilion in the midst of the colony is the scene of entertainments throughout the year, but more especially in the summer when the young people of the city repair there to enjoy the music and dancing. A half-hourly service on the trolley line between the beach and the city renders it most convenient to parties residing in the city or on the beach.

If you live in an interior city or town of the South, make your arrangements to spend next summer at South Beach and you will find it the most delightful resort on the coast.

SUMMER COTTAGE OF O. B. SMITH, ANASTASIA ISLAND

ARTESIAN WELL, ST. JOHNS COUNTY

Indian River Oranges and Grapefruit

CELEBRATED *the* WORLD OVER *for their* SUPERIOR QUALITY *and* FLAVOR

WE SHIP ANYWHERE

and we are the headquarters for fine Fruits, such as

Oranges, Grapefruit, Kumquats, Tangerines, Lemons, Etc.

We purchase the entire crop of some of the largest growers on the Indian River, and make a specialty of box trade. Mail orders receive prompt attention. Visiting tourists should place their orders while in the city.

St. Augustine Grocery Co.

St. George Street
St. Augustine, Fla.

ALSO DEALERS IN STAPLE AND FANCY GROCERIES

J. H. SLATER

Real Estate and Loan Broker

City and Country Property for Sale
Rents Collected Taxes Paid
and Property Cared for
for Non-Residents

FURNISHED HOUSES RENTED DURING WINTER SEASON A SPECIALTY

MAGNIFICENT HOME OF THE Y. M. C. A. (RAILROAD BRANCH) AT ST. AUGUSTINE

The association at this point was organized and the new building erected and equipped through the generosity of Mr. Henry M. Flagler for the benefit of employees of the Florida East Coast System and allied interests. Mr. Flagler had the co-operation of Mr. H. O. Williams, International secretary, and Mr. J. V. Read, State secretary for Georgia and Florida. The building, which cost about $85,000, was opened on June 1st, 1907. Since that time the membership has grown to three hundred, the average daily attendance being over two hundred. A complete equipment has been provided, including lunch and dining rooms, social room, reading room, bowling alley, gymnasium, bath rooms, swimming pool and lavatory. There is also a large assembly hall with class rooms. The dormitory contains twenty-six rooms which are all rented, the revenue assisting in the support of the work. The association is under the management of a committee of nine men: Chairman, J. D. Rahner, assistant general passenger agent of the Florida East Coast Railway; Vice-Chairman, W. H. McDonald, trainmaster of the F. E. C. Ry.; Recording Secretary, Wright Shaw, secretary to the vice-president of the F. E. C. Ry.; Treasurer, Harry L. Brown, editor and general manager of the *St. Augustine Evening Record*, and Robert Dilworth, conductor, F. E. C. Ry.; R. C. Stephens, general auditor's department; S. M. McCarl, assistant foreman, car department; A. R. Dale, manager storeroom; R. F. Duncan and F. D. Stanley, Department Secretary. The Physical Department is in charge of D. Clyde Hess.

REAR VIEW Y. M. C. A. BUILDING.

RECEPTION HALL Y. M. C. A. BUILDING.

THE MONSON HOUSE ON THE BAY

The Monson House

A. V. MONSON, Prop'r.

Open all the year

Rates $1.50 to $2.50 per day. Special by the Week

DELIGHTFULLY situated, overlooking bay and ocean. Forty feet from sea wall. Two minutes from old Spanish Fort and Ponce de Leon Hotel. Guests have free use of rowboats. Fishing grounds within a distance of fifty yards or two miles. Hot and cold baths free. Perfect sanitary arrangements. Northern cooking.

Take Street Car at the Depot and get off at the door

The Spear Mansion

St. George Street
St. Augustine, Florida

OPEN THE YEAR ROUND

One block from Postoffice
and Ponce de Leon,
in center of city

PRIVATE BATHS

Rates from $2.00 per day up. Special by the week and to large parties.

Home Cooking a specialty.

A. R. SPENCER, Proprietor

SPEAR MANSION

San Sebastian Boat Company

( ) F. O. IWANOWSKI, General Manager ( )

BUILDING PLANT *and* MARINE RAILWAY

KING STREET
West side San Sebastian River
St. Augustine, Fla.

Splendid Plant,
operated by
Electric Power

Building and Repairing
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Special facilities for handling Motor Boats of all types and all craft up to 80 feet length, 50 tons burden.

ALL WORK GUARANTEED

THE PRETTY HOME OF MR. J. H. SLATER. BRIDGE STREET

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VILLA FLORA HOME OF MRS. ALANSON WOOD ST. GEORGE STREET. COTTAGES AT THE REAR

St. Johns Light and Power Company

T. R. OSMOND
General Manager

Power House, St. Johns Light and Power Company

Electricity

for Motive Power
for Lights
and all purposes

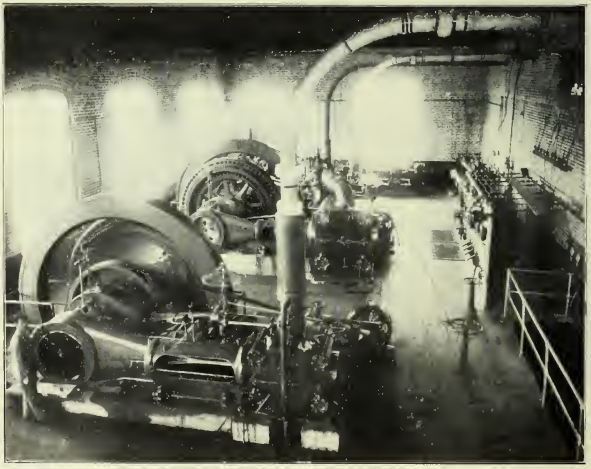
It is economy

to operate your machinery with Electricity

You will save money by having your building, office or residence wired for electric lights

COMFORT, without the expense of luxury, can be had during the summer months by the use of ELECTRIC FANS

See us about them



Engine Room, St. Johns Light and Power Company

KING STREET, SHOWING SOME OF THE CARS OF THE ELECTRIC STREET RAILWAY—HOTEL PONCE DE LEON IN BACKGROUND

TERMINUS OF THE ELECTRIC RAILWAY AT SOUTH BEACH, SHOWING THE ALLIGATOR FARM, MUSEUM AND DANCING PAVILION

LINE UP OF AUTOMOBILES AT SOUTH BEACH

THE SURPRISE STORE

The largest and leading Department Store
on the East Coast of Florida

Carries Immense Stocks in the following lines:

DRY GOODS, Clothing, Gents' Furnishings, Hats and Caps, Ladies' Ready-To-Wear Garments, House Furnishings and Furniture. The high-class merchandise we carry in all lines, coupled with our very low prices, makes this Store the great shopping center for both residents and visitors of the Ancient City.

THE SURPRISE STORE COMPANY

Phone 36 *Corner King and Bay Streets*

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LANDING OF PONCE DE LEON CELEBRATION
Panoramic View of the Caravel, showing part of the crowds on the dock and along the water front

OLD FORT MARION, FROM THE BAY

RESIDENTS *of the* ANCIENT CITY
ENJOY THE CONVENIENCES
of a

modern
up-to-date
Gas Plant

THE PRICE OF GAS BRINGS IT WITHIN
THE REACH OF ALL

for Fuel

AND THE WELSBACH LIGHT FURNISHES
THE BEST LIGHT OBTAINABLE

St. Augustine Gas & Electric
Light Company
210 Saint George Street

JUST WHAT YOU WANT

A Southern Home
in a Growing City

Write us for prices and terms

St. Augustine Improvement Co.
208 Saint George Street

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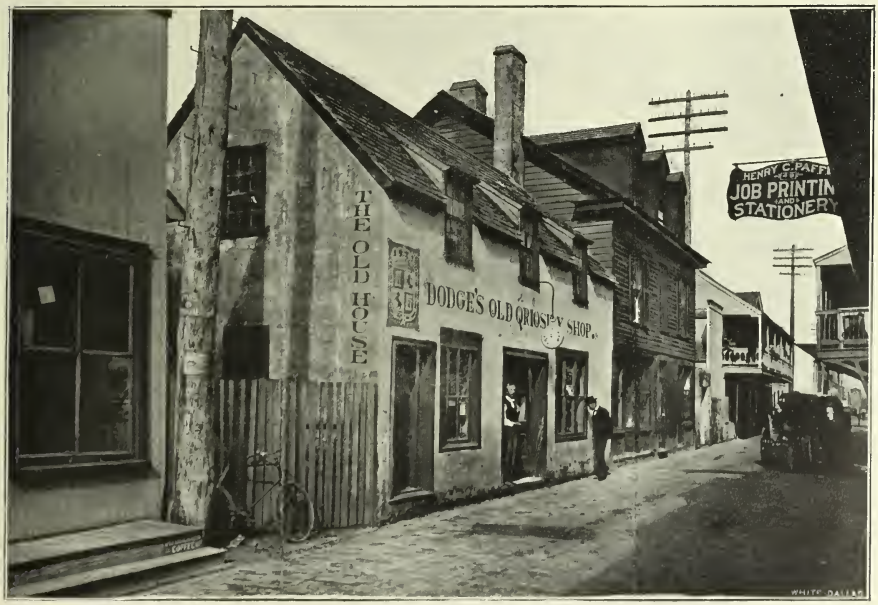
THIS IS OUR HOME
The Record Company, Saint Augustine, Florida

LOGGIA OF DR. HORACE LINDSLEY'S HOME ON ST. GEORGE STREET. OLD SPANISH DESIGN



VIEW OF ST. GEORGE STREET, SHOWING DODGE'S OLD HOUSE. CLAIMED TO BE OLDEST IN UNITED STATES

FIRST NATIONAL BANK

ST. AUGUSTINE, FLORIDA

THIS BANK

Is No. 1 on the Roll of Honor of National Banks in Florida

Capital, ... $100,000
Surplus, ... 100,000
Undivided Profits, 140,000

$340,000

Safe Deposit Vault.

Drafts issued on all parts of the world.

Well equipped for the handling of Florida collections.

Will be pleased to answer any inquiries from those desiring to visit or to locate in St. Augustine.

J. C. LIBBY

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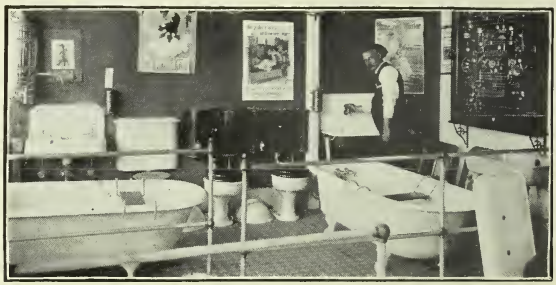
¶ Have in stock at all times, all sizes of Wrought Iron Pipe and Fittings and black and galvanized Valves, Bath Tubs, Lavatories and Water Closets —everything best in the market in this line. I also guarantee all work. Will be pleased to see or hear from those having anything in this line to do. Estimates cheerfully given.



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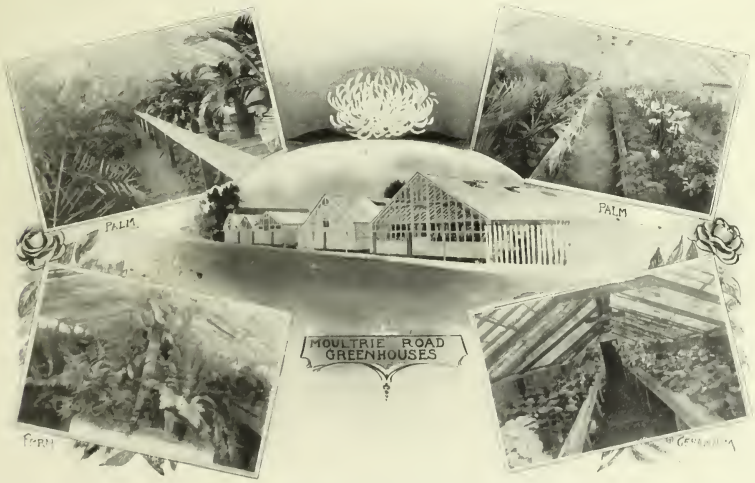

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FIRST STORE

FIRST Store in number of Prescriptions.

FIRST in size of general stock.

FIRST in number of customers.

FIRST in volume of business.

FIRST in advantages to customers.

FIRST Store from Alcazar and Ponce de Leon Hotels.

The Well Stocked Drug Store

—THIS IS THE PLACE.

We carry everything a high-class Drug Store should carry—

Choice, large assortment of Toilet Articles, Perfumes, Manicure Goods and Sundries.

Sick Room Supplies of every nature.

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Our methods are modern, our service is right.

We invite YOUR trade.

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Surplus, 5,000.00

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St. Augustine, Fla.
Corner Cathedral and Charlotte Sts.

4% interest
paid on deposits

Open from 9 a. m. until 2 p. m., and from 3 to 4 p. m.
Saturday Night, 6 to 8

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Under State Supervision

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Corner Orange and Spanish Streets, opposite City Gates near Old Fort Marion

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L. J. BOYES, *Proprietor*

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Northern home cooking a specialty.
Fresh vegetables from own farm.
Preserves, jellies, etc., all home-made.
Hot and cold baths.
Soft water used in rooms.
No consumptives taken.

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Special Rates by week or month

On the main street, one block from front entrance of Hotel Ponce de Leon.
Electric Car stops in front of the house.

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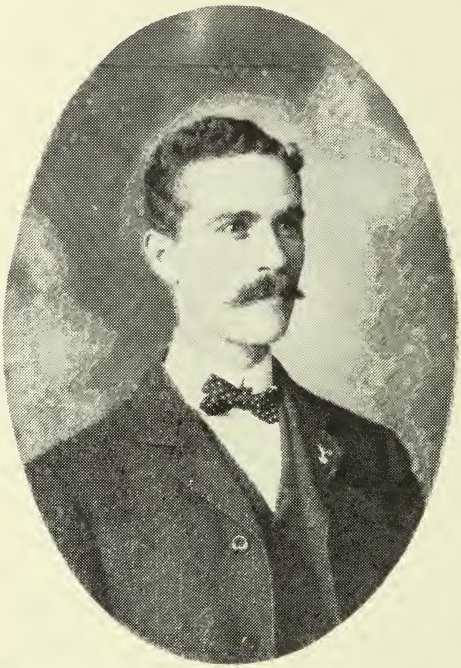

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D. C. BELKNAP, Proprietor

Open December to May

Accommodates seventy-five

Rates $2.50 and up per day

Special by the week

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Rooms en suite with bath

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Long recognized as the *foremost tourist resort* invites consideration to its claims as a *permanent home.* While it provides accommodation and attractions for people of wealth, as a home for *people of moderate means* it is exceptionally attractive.

¶ The expense for fuel, apparel, food and conveyance is far less than at the North. The food supplies are as good and as cheap as in Northern cities. Water, ice, gas and electricity are furnished at reasonable prices. The schools are good; there are churches of every denomination; the physicians are educated and experienced. Its society is cultivated and liberal in recognition of the well bred without reference to wealth. Through trains to the North and Northwest make St. Augustine accessible. Prices of residence lots are low, from $500 to $1,000 being a fair average; within easy reach of the large hotels and Postoffice. Taxes are low, and titles good. St. Augustine is a summer as well as winter resort. The Atlantic Ocean is in sight, and its waters make the summer climate enjoyable. Here is found the happy medium, neither too far North or South, giving life in the open air the year through; in summer free from oppressive heat, in winter free from trying cold. Yachting is an all the year recreation, while surf bathing may be indulged in even in midwinter. Elderly people prolong life by making St. Augustine their permanent home; to the young no place is more agreeable. *Persons of limited means* can find board at St. Augustine at reasonable rates.

Write H. CANFIELD, *Secretary Board of Trade*

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DR. ANDERSON'S PALATIAL WINTER RESIDENCE ON KING STREET

SHOWING BRIDGE ACROSS THE MOAT LEADING TO ENTRANCE OF OLD FORT MARION

The Lyon Building

Furnished rooms only

OPEN FROM NOVEMBER TO MAY

Building strictly fire-proof
Opposite Post Office and Plaza, adjoining Alcazar
Sanitary arrangements perfect
Trolley from Depot passes building

Rates $3 to $12 per week

Corner of King and St. George Streets ST. AUGUSTINE, FLORIDA

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THE FLORIDA

More rooms with southern exposure than any other hotel in city

Rates $2.50 and up per day
Special weekly rates

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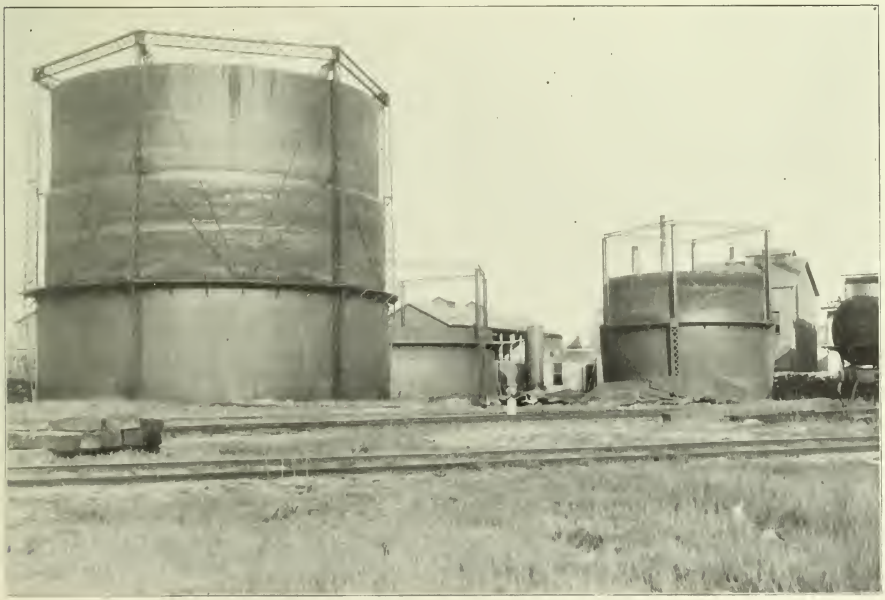
Proprietors

COUNTY COURT HOUSE, ERECTED 1907, AT A COST OF $55,000.00



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Situated in the center of the city overlooking the Plaza and surrounded by beautiful residences

Has private baths, steam heat, electric lights and elevator

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Send for rates and booklet

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SITUATED on high ground on Saratoga's principal street, So. Broadway, and adjoins Congress Spring and Park. Has all modern improvements and a first-class patronage. Open from June to October. Send for rates and booklet.

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VIEW OF SEA WALL, TAKEN FROM THE BAY

Photo by Harris

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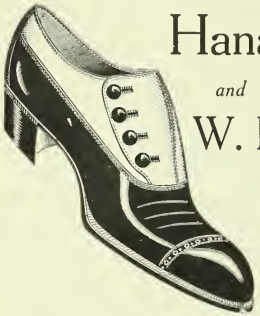
Accommodations for 300 guests. Fifty Suites, with latest improved private baths. All rooms steam heated. Music twice daily. Terms moderate. Write for illustrated booklet.

Will positively keep open until May 1st



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Watch and Clock Repairing
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¶ Latest, Season Styles from the Most Fashionable Tailors

For Fine Footwear Come to See...

"BENNETT, THE SHOE MAN"
DEALER IN THE LEADING MAKES OF FINE SHOES
AT THE

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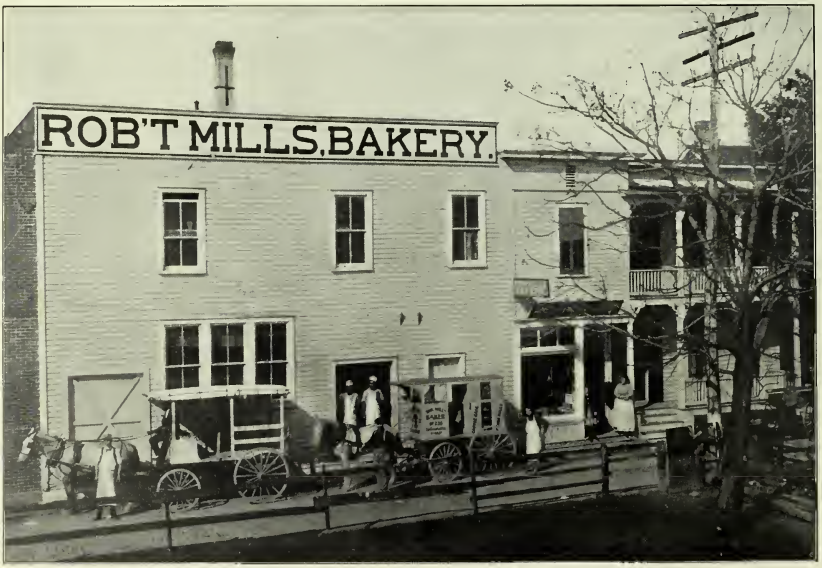

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WINTER HOME OF MR. AND MRS. W. A. KNIGHT, ONEIDA STREET

This Property

—consisting of one corner lot fronting on King Street, New Augustine, Fla., and three (3) Indian Bungalows on Arenta Avenue, which are completely fitted with bath, pantry, gas, electric lights, water and other modern improvements, within two (2) blocks of car line which will shortly pass the place, can be purchased at a bargain of the owner—

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New Augustine,
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111 St. George Street, opposite The Magnolia

THE NEW HOTEL UNDER NEW MANAGEMENT

Electric Lights, Electric Bells in all rooms

Private Baths, Modern Conveniences, Strictly Northern Cooking.

Rates, $2.00 per day and up.

HOWLAND & SWEET, Prop'rs

Also, Sweet's Club House, Mt. Clemens, Mich.

RESTHAVEN

AN IDEAL WINTER REST for those desiring the comforts of home without its care, with cheerful surroundings and more quiet than is possible in a hotel.

The house is a spacious mansion near Fort Marion and the City Gates, convenient of access and within easy walking distance of historic points. It has been newly finished throughout; has new plumbing, open fireplaces, sulphur baths, artesian and filtered cistern water.

The rooms are bright, well ventilated, the verandas wide and *grounds ample;* giving abundant fresh air, sunshine, and opportunity for exercise among tropical trees and plants.

A well appointed diet kitchen under a skilled dietician will be a special feature, thus providing for the intelligent carrying out of physicians' orders concerning food.

For those desiring electrical treatment, massage, etc., special arrangements can be made.

A vegetable garden and poultry yard supply fresh vegetables and eggs. Milk is from the Ponce de Leon dairy.

RESTHAVEN is not a hospital; therefore those suffering from acute or contagious diseases, or mental disturbance cannot be received.

Open the year round. Especially desirable for those living inland who desire to be on the Coast in summer. Trolley line to the Beach.

Special attention to the delicate and convalescent.
For terms address SISTER IN CHARGE.

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SEE ILLUSTRATIONS IN THIS ISSUE

KING STREET ENTRANCE TO THE FAMOUS PONCE DE LEON

RESIDENCE OF MR. R. T. GOFF RIBERIA STREET

RESIDENCE OF MR. J. E. INGRAHAM AT CORNER OF SEVILLA AND CARRERA STREETS

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Abstracts of Title to Lands in St. Augustine and St. Johns County

ALBERT H. MICKLER

Attorney and Counselor at Law

Room 7 Vail Block

ST. AUGUSTINE, FLA.

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Attorney and Counselor at Law

St. Augustine, Fla.

Photo by Harris. SPACIOUS GROUNDS AND RESIDENCE OF MR. W. W. DEWHURST, SOUTH MARINE STREET

WINTER RESIDENCE OF MR. J. P. MIDDLECOFF, CARRERA STREET

PONCE DE LEON DAY, 1907—IMPOSING CEREMONY IN THE QUADRANGLE OF THE OLD FORT BY CATHOLIC PRIESTS (BLESSING THE LAND)

Ponce de Leon Week

Keen attention to the pleasure of the winter visitors is one of the mottoes of the Ancient City and to that end the historical and spectacular entertainment, the landing of Ponce de Leon, has been decided upon as an annual affair. Last winter this city scored a magnificent success in presenting this beautiful spectacle, following the original as closely as the pages of history could be copied. Three days were devoted to Ponce de Leon week. The first witnessed the landing of Ponce de Leon, also numerous minor attractions. The second day the arrival of Menendez was depicted and the third day the spectacle of the United States taking possession of the city was the feature. The city was crowded with visitors, for the unique character of the entertainment was sufficient in itself to draw people from distant points. The magnitude of the celebration was a revelation to the visitors and their delight was unbounded. They were unstinted in their praises and expressed their intention of being present at the next. This year the leading events will be repeated and the program will be more elaborate. Ponce de Leon week will be observed on Wednesday, Thursday and Friday, April 1, 2, 3, this year and at this season the weather is perfect. The temperature is usually delightful, being a happy medium between spring and early summer. It is impossible in a brief sketch to do justice to an entertainment of such magnitude, but a faint conception may be obtained by picturing this quaint old city with all of its natural charms thronged with the various occupants of the land. Indians, Spanish nobles, English soldiers, French chevaliers, the Twentieth century warriors from navy and army and the city itself fairly smothered in decorations and brilliantly illuminated at night. Picture the beautiful bay glistening in the sunlight and the picturesque old caravel with Ponce de Leon, his knights, soldiers and priests aboard gliding over the water. Follow them in imagination to the shore where the awe-stricken Indians are gathered to extend a welcome. Briefly follow Menendez on the second day when he seizes the Indian village, capturing the native savages and when with his magnificent retinue his triumphant march is halted by the grim old chief who demands the release of the captives and backs up his demand with a force that the Spanish conqueror respects as the Indians dash from the cover of the forest to give battle. Turn to the third day when the beautiful and touching ceremony of the entrance and exit of the various flags is accompanied by the rendition of the national hymns of each country in turn, while the brilliant uniforms of every age add color to the scene. Imagine the thrill that surges through the crowd when the stars and stripes float from the lofty pinnacle to remain forever.

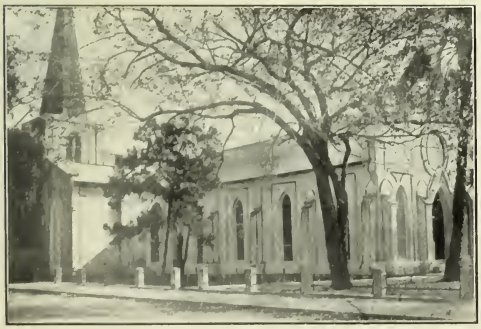
Nothing cheap or tawdry enters into this celebration. No side shows, itinerant performers or fakes of any kind are admitted into the city while this celebration is in progress. A proper respect and reverence is accorded the reproduction of historical events and the high standard is maintained.

Thousands will be in St. Augustine for Ponce de Leon week and the reader should, if possible, be included in the number.

ANCIENT CITY BAPTIST CHURCH

THE CATHEDRAL

MEMORIAL PRESBYTERIAN CHURCH



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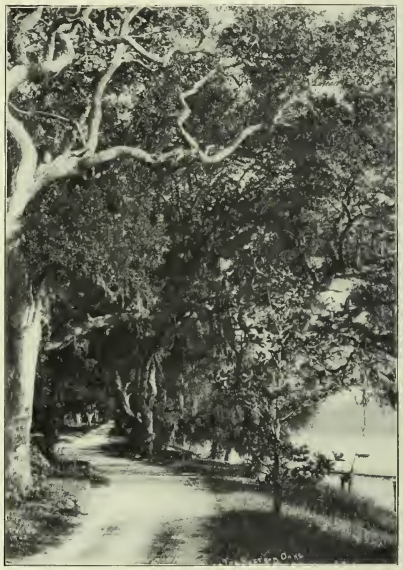
ORMOND

GATHERING THE GOLDEN GLOBES IN SANTA LUCIA GROVE.
Near Hotel Ormond. A pleasant walk from Bretton Inn. Boxes of choice fruit are expressed to any address from "Santa Lucia," "Hammock Home" and "Bosarve" groves at Ormond.



THE RIVER ROAD ON THE ORMOND PENINSULA.
It is 10 miles by this road to Knox's 100 acre grove on the way to St. Augustine, passing some of the richest lands in the State in Volusia and St. Johns Counties.

Bretton Inn at Ormond Beach, Fla.

RATES
$3 00 per day
$17.50 to $21.00 per week

Geo. E. Jewell
of
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GUESTS OF THE ORMOND AND OF BRETTON INN AT ORMOND BEACH.
In front of the Inn on a midwinter morning with the temperature at sixty-eight, ready for the twenty-mile run upon the only known speedway in the world where dust, mud, ice and snow are never seen.

Car Line from the Inn to Golf Course, Station, Stores and Chapel. Plank Walk to Hotel Ormond, Ball Field, Swimming Pool and Santa Lucia Orange Grove. While at Bretton Inn send home a box of Ormond oranges and a case of Ormond guava jelly.

TAKE THE TOMOKA TRIP AND TAKE A JUNGLE DRIVE

TORPEDO BOATS AT ANCHOR IN THE BAY AT ST. AUGUSTINE. OLD FORT MARION IN THE DISTANCE ON THE LEFT

A PRETTY DRIVEWAY AT THE ENTRANCE TO DR. GARNETT'S ORANGE GROVE, ON ST. LOUIS AVENUE

Established 1877

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Carriage and Baggage Service Unexcelled

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66 Cathedral Place, opposite Ponce de Leon Hotel

St. Augustine Cold Storage Co.

Cathedral Place *E. E. BOYCE, Manager*

WHOLESALE AND RETAIL DEALERS in New York and Western Meats, Poultry, Game, Butter, Eggs and Cheese. High-Class Butterine. Hotel and Steamship Supplies a specialty. Only the best grades of Meats and Provisions carried.

Phone 138

All orders receive prompt attention and are filled under the personal supervision of the Manager

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HOME OF ALDERMAN A. W. CORBETT, BRIDGE STREET

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RESIDENCE OF MR. G. H. BRUER, ORANGE STREET

HOME OF MR. L. LARSON RIBERIA STREET

OUT FOR THE MORNING DRIVE

GROUP OF CHILDREN IN THE GROUNDS OF THE PONCE DE LEON

WINTER HOME OF GEN. W. N. P. DARROW, ON THE BAY

Photo by Harris

MATANZAS BAY, AS VIEWED FROM THE CITY

HOME OF MR. F. N. HOLMES, SAN MARCO AVENUE

OLD CITY GATES

HOME OF MR. E. F. JOYCE, ORANGE STREET

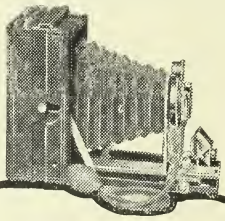
RESIDENCE OF MR. T. D. SCOTT, CORNER OF BRIDGE AND SANFORD STREETS

A HOUSEBOAT PARTY ON THE TOMOKA

OFFICE OF THE ST. AUGUSTINE TRANSFER COMPANY

R. B. ALLEN'S

43 King Street
SAINT AUGUSTINE, FLORIDA



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MAIL ORDERS
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South of Mason and Dixon Line

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Novelties in Souvenir Jewelry, Spoons and Alligator Goods

Largest line of POST CARDS in the world

A beautiful set of 70 Souvenir Cards for 75 cents
These Cards are made in Germany, exclusively for me, and are the finest cards ever got out of

THE OLDEST TOWN IN THE UNITED STATES

A FULL STOCK OF

Heavy Hardware
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Special attention given mail and telephone orders

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Hardware

STORE IN THE STATE

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Florida Celery *and* Lettuce Land

Always under water before 1907

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Write for prices and Terms

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ST. AUGUSTINE, FLA.

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